

COVER SHEET FOR AMENDMENT OF POST-TRAVEL SUBMISSION

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Instructions: Use this form as a cover sheet for any paperwork you may need to submit to the **Office of Public Records** in order to make your Privately Sponsored Post-Travel Submission complete in accordance with Rule 35. **Only complete this form if you need to submit an amendment to a post-travel filing you have already submitted.**

SUBMIT DIRECTLY TO THE OFFICE OF PUBLIC RECORDS IN 232 HART BUILDING

Name of Traveler: Kara van Stralen

Employing Office/Committee: Senator Maggie Hassan

Travel Expenses Paid by (List all sources): Interactive Advertising Bureau (IAB)

Travel Date(s): Wednesday, May 2, 2018

Description/Title of Attached Forms: The attached form is the final itinerary from the trip.

Purpose of Amendment (describe the reason for amending original submission):
I did not include the correct version of this document initially.

8/13/2018
(Date)

Kara Van Stralen
(Signature of Traveler)



Wednesday, May 2nd

5:50 am – 8:52 am Amtrak train from Washington Union Station to New York Penn Station

8:55 am – 9:00 am Walk from Penn Station to HULU NewFront

9:00 am – 11:00 am **Attend HULU NewFront Presentation**

Staff will learn and see the innovative ways digital advertising is being integrated into video content. Through presentations by speakers, staff will have the opportunity to hear facts and figures about user engagement with video advertising and better understand the video advertising market.

Location: Madison Square Garden Theatre Stage

11:15 am – 11:45 am Travel to ESPN NewFront

12:00 pm – 2:00 pm **Attend ESPN NewFront Presentation (Lunch Included)**

Staff will have the chance to see how ESPN produces their award digital content and hear how the digital sports industry is being monetized.

Location: 547 West 26th Street

2:00 pm – 2:15 pm Travel to Self-Regulatory Briefing

2:15 pm – 3:15 pm **DAA / TAG Briefing**

Staff will hear from leaders of the two self-regulatory bodies that police the digital advertising industry: the Digital Advertising Alliance (DAA) and the Trustworthy Accountability Group (TAG).

Location: TBD

3:15 pm – 3:45 pm Travel to New York Times

3:45 pm – 4:45 pm **Visit New York Times**

Staffers will learn the innovative ways NY Times is combining story-telling with digital advertising. They will also hear presentations from NYT executives about the way online advertising is changing media and have the opportunity to take a brief tour of NYT.

Location: 620 8th Ave, 15th Floor

5:00 pm – 5:30 pm Travel to Penn Station

6:00 pm – 8:58 pm Amtrak train from New York Penn Station to Washington DC

WEDNESDAY, MAY 2ND